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# Complete Line Catalog 1970



**Jeep'** The  
4-WHEEL DRIVE 2car  
car





# 'Jeep' Wagoneer. The elegant way to 4-wheel drive.

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One look tells you this car is different! Exciting! Really something else! The 1970 'Jeep' 4-wheel drive Wagoneer, This year newer and better than ever! Fresh colors, New grillework. Elegant styling and appointments. High quality coachwork fashioned from heavy gauge metals.

But, there's more than style and beauty to Wagoneer. There's famous 'Jeep' four wheel drive. Pull a single lever . . . and you got a whole new breed of car. Goes anywhere, anytime. Rocks? Rough Stuff? Mud, sand, snow? No problem. 'Jeep' 4-wheel drive is standard equipment. And that's the difference that really makes the difference!

Need a wagon on the job? Wagoneer's the car for you! Ready for work at a moment's notice. And the tougher the work the better! There's nearly 100 cubic feet of "haul anything" cargo space. Or room for six man crew. Biggest loadspace opening and largest cargo area of any wagon in its wheelbase class. And optional workhorse equipment like snow plows and winches make your 'Jeep' Wagoneer even more versatile!

The 'Jeep' Wagoneer's a great family wagon, too. Four-wheel drive gives you twice the safety, twice the traction. Grips tighter in rain. Snow. Around sharp curves. Anywhere you choose to go. Your choice of Custom (illustrated) or Standard models.

Inside, Wagoneer offers chair height seats, "picture window" visibility, and a feeling of command like you've never had before. Want more? Add more! Options include 350 cubes of V-8 power. Four-speed or automatic shift. Custom interiors. Power steering, brakes, tailgate window. Air conditioning. The works!

'Jeep' Wagoneer. The elegant way to 4-wheel drive. Viva la difference! Viva la 'Jeep' 4-wheel drive! Test drive it today! Find out why we call it our finest 2-car car.







## Tough Guy! Nice Guy. 'Jeep' Gladiator is both!



Size for size, dollar for dollar, the new 'Jeep' Gladiator is the toughest truck your money can buy! It's rugged. Solid. Goes anywhere, carries anything! Pile in lumber, logs, oil drums, construction tiles, auto parts. You name it! Whatever your cargo, you'll haul big payloads places you wouldn't even consider with ordinary pick-ups.

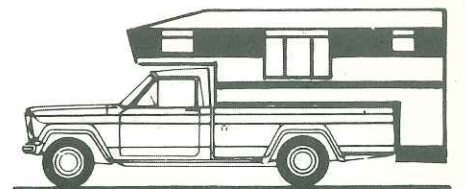
Famous 'Jeep' 4-wheel drive is the reason! Pull a single lever and you're ready to go anywhere. Cross muddy fields or marshy lowlands. Through snow nearly axle deep. There's no lost time because of bad weather with 'Jeep' 4-wheel drive. And it's standard equipment on every Gladiator model.

Add 'Jeep' Special Equipment options like a front mounted winch, push plate, wrecker package, brand new dump body, and more! Tackle any job with confidence.

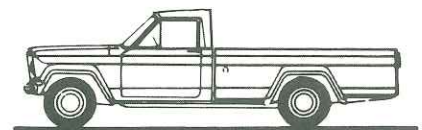
Yet, rugged and tough as it is, the new 'Jeep' Gladiator is a great looking pick-up. Handsome. Sleek, classic lines. New chrome grillework. Optional two-tone finish. Those good looks are no accident! The new 'Jeep' Gladiator is styled to stay handsome for years. And you can choose from a list of options as long as your arm! Like 350 cubes of V-8 power. Four-speed gearbox or automatic shift. Power steering and brakes. E-Z eye glass and custom upholstery. Even bucket seats and air conditioning!

Choose from 120 inch wheelbase, 5000 lb. GVW model with 7 foot Townside or Thriftside pick-up boxes . . . 132 inch wheelbase, 5000, 6000, 7000, 8000 lb. GVW models with big 8 foot Townside pick-up box . . . cab and chassis for special requirements . . . and a specially built camper truck model.

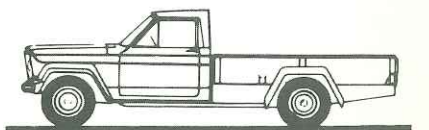
Get the new 'Jeep' Gladiator . . . the nice guy that turns tough at the shift of a single lever! Its one of the 'Jeep' 2-car cars. You've got to drive it to believe it!



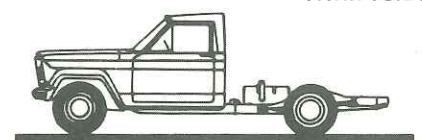
CAMPER



TOWNSIDE



THRIFTSIDE



CAB & CHASSIS







## 'Jeep' Universal. Plays at work... Works at play!



The 1970 'Jeep' Universal does both! And that's the downright beauty of this little 'brute'. Universal's got the brawn to tackle any job! Conquers hills, rocks, construction site mud and mire . . . even rips out tree stumps! Nothing stops 'Jeep' Universal from coming through! Why? Look underneath and you'll find rugged axles, beefy suspension, and a strong protective frame . . . all built to withstand the toughest punishment. And your 'Jeep' dealer offers one of the widest selections of pushing, pulling, winching options in the industry. That's why there's practically no end to the number of jobs this workhorse can handle!

But wait! That's just part of the Universal 2-car car story. The rest is fun . . . all fun! Want to get away from civilization? Go where others can't? Discover campsites where the air is fresh, the scenery untouched, and the hunting and fishing are great? Then 'Jeep' 4-wheel drive is the answer for you!

Got off-road racing fever? Drive the champ! Easily leads the pack in endurance racing. Why? Universal's got stamina! Guts! And an unbeatable combination of 4-wheel drive for ground gripping traction and a short 81" wheelbase for easy, quick maneuverability. Plow through ditches. Chuckholes. Sand dunes. Powerful V-6 option. Beefy suspension to take the bumps. And jumps. Optional rugged factory installed roll bars, competition racing stripes. Make your own trail, and let the others eat your dust!

Resale value? Try buying a used one sometime.

Work or fun, the 4-wheel drive 'Jeep' Universal's the one vehicle built with more uses under its belt than any other. The world's original 2-car car. Test drive it today!







# Climbing out...or dining out. 'Jeepster Commando' is for you!



The 4-wheel drive 'Jeepster Commando' Station Wagon gets you there in comfort. This go anywhere, do-anything swinger is as much at home on the freeway as it is on the backwoods trail. And those jazzy lines and bumper to bumper fun-styling make it the grooviest, going-est wagon of them all!

Look! You'll find comfortable front bucket and rear bench seats. Options like center console. V-6 engine power. Automatic transmission. Deluxe carpeting. Sliding rear quarter windows. New, full-time power steering. Just name it!

But don't let this swingin' wagon fool you! It's got lots more than looks and style going for it! Pull a single lever and you're in famous 'Jeep' 4-wheel drive. Commando turns tough! Real tough!

Get away from it all . . . be a crowd hater anytime you choose. Pack up your gear and take off! There's no need to worry about getting stuck. You've got 'Jeep' 4-wheel drive.

You say a station wagon's not your style? No problem. There are three other Commando models from which to choose. All work cars. All fun cars.

There's a tough "bread and butter" pick-up. A razzle-dazzle convertible. And the basic roadster model. No matter which model you select, you're two wheels up on all the rest . . . 4-wheel drive is standard on all Commandos. That's why no job is too tough! Muck, sand, snow. The stuff that stops ordinary cars and trucks won't stop you!

You can check that back forty. Or plow out a shopping center. Or winch ordinary "2-wheel drive" cars out of the mud or snow. Commando's more than just a car. It's a 2-car car.

Stop in and see the work cars that are fun to drive. The new 1970 'Jeepster Commando' line up. 'Jeep' 2-car cars. At your nearby 'Jeep' 4-wheel drive center. Test drive one today!







# For the Great Escape Go places other people only see on maps!



**Escape! Head for the hills!** Say goodbye to crowded highways. Get away from it all! Your 'Jeep' vehicle has all the muscle you'll ever need to drive into (and out of) that back country paradise. Trailering is easy . . . when you've got 'Jeep' 4-wheel drive!

Fun too! With your home on wheels right behind you, there's no need for advance reservations. No inconvenient check-out times. No expensive tipping. Whenever you choose, pull off the road. Way off. Don't worry about getting stuck. Pick out your site, and you're "home"!

Trailering with 'Jeep' 4-wheel drive gives you twice the safety on snowy roads and rain-slick highways. Twice the ground-gripping traction around sharp curves. On or off the road. Greater towing stability, even against stiff winds.

It's literally "outdoors unlimited" when you trail with 'Jeep' 4-wheel drive. You'll find it's standard equipment on the entire line of fun-dependable 'Jeep' 2-car cars!

**Route 1 or route fun!** 1970 'Jeep' Gladiator . . . first 4-wheel drive truck specially built for campers. With powerful V-8 engine, 132" wheelbase, 8000 GVW's, full floating axles front and rear, it takes most any rig . . . even big cab-over jobs up to 2500 lbs.

Breeze down the highway in smooth comfort, with options like bucket seats, automatic transmission, air conditioning. Then shift a single lever into 4-wheel drive and the back country is yours! Break away! Trailblaze! Explore!

Route 1 or route fun. The trail begins at your 'Jeep' 4-wheel drive recreation center . . . your local 'Jeep' dealer. Visit him TODAY!



**Take it or leave it!** Now . . . a new kind of family camper that fits any CJ-5 'Jeep' Universal with V-6 engine. Goes anywhere 'Jeep' 4-wheel drive can take you.

Sleeps 4 . . . kitchen, toilet, running water, the works! This new 'Jeep' Camper makes your Universal more "universal" than ever . . . truly one of the 'Jeep' 2-car cars. You've got to drive it to believe it!





# Optional Accessories & Equipment

(partial listing)	'JEEP'				'JEEPSTER COMMANDO'			
	Wagoneer	Gladiator	Gladiator Camper	Universal	Station Wagon	Pick-up	Con- vertible	Roadster
ENGINES	V-8 (6 STD.)	V-8 (6 STD.)	V-8 STD.	V-6 (F-4 STD.)	V-6 (F-4 STD.)	V-6 (F-4 STD.)	V-6 (F-4 STD.)	V-6 (F-4 STD.)
TURBO HYDRA-MATIC*	•	•	•		V-6 ONLY •	V-6 ONLY •	V-6 ONLY •	V-6 ONLY •
4-SPEED TRANSMISSION	•	•	•	F-4 ONLY •				
POWER STEERING	•	•	•		V-6 ONLY •	V-6 ONLY •	V-6 ONLY •	V-6 ONLY •
POWER BRAKES	•	•	•		•	•	•	•
LOCKING REAR DIFFERENTIAL	•	•		•	•	•	•	•
SELECTIVE DRIVE HUBS	•	•	•	•	•	•	•	•
RADIO	•	•	•	•	•	•	•	•
AIR CONDITIONING	•	•	•		•	•	•	•
E-Z EYE GLASS	•	•	•		•	•	•	•
LUGGAGE RACK	•				•			
POWER TAILGATE WINDOW	•							
FRONT MOUNTED WINCH	•	•	•	•	•	•	•	•
SNOW PLOW	•	•	•	•	•	•	•	•
BUCKET SEATS		•	•	STD	STD	STD	STD	STD
DRAW BAR				•	•	•	•	•
TOWING HITCHES	•	•	•	•	•	•	•	•
HEAVY DUTY SUSPENSION	•	•	STD	•	•	•	•	•
HEAVY DUTY ELECTRICAL	•	•	STD	•	•	•	•	•
ELECTRIC CLOCK	•	•	•		•	•	•	•
PUSH PLATE	•	•	•	•	•	•	•	•
CIGAR LIGHTER	•	•	•	•	•	•	•	•
DELUXE WHEEL COVERS	•			•	•	•	•	•
OVERDRIVE				•				

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This folder does not constitute an offer or commitment to sell. In order that product improvements may be made at any time, specifications and other data are subject to change without notice. 'Jeep' vehicles meet or exceed all Applicable Federal Motor Vehicle Safety Standards at time of manufacture.

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